

Medical Conference Participation 2024

This report has been developed by [ASCIA](#), the peak professional body of clinical immunology/allergy specialists in Australia and New Zealand and is not influenced by commercial organisations.

Introduction

ASCIA's role in the National Allergy Council Shared Care for Allergy project is to facilitate anaphylaxis and allergy education and training for health professionals, and to promote patient/carer support organisations. This is being achieved in several ways, including:

- Development and updating of ASCIA educational resources to improve access and readability, and to include weblinks to patient/carer support organisations at the start of each resource.
- Promotion of new and updated ASCIA educational resources through newsletters and social media.
- Participation as exhibitors in medical education conferences throughout Australia to promote ASCIA educational resources, with Allergy & Anaphylaxis Australia and National Allergy Council staff,

Medical conference participation in 2024 has enabled ASCIA to:

- Reach a widespread audience of health professionals, in addition to newsletters and social media.
- Promote new and updated ASCIA resources for patients/carers and health professionals through printed ASCIA Quicklinks.
- Engage with health professionals and receive feedback to assist in future development and updating of ASCIA educational resources.

Promotion of new ASCIA Quicklinks

In response to requests and feedback from ASCIA members and to coincide with medical conferences starting in March 2024, [ASCIA Quicklinks](#) was developed.

The aim was to promote improved access to ASCIA website information using QR codes in an A4 format which can be printed or accessed from the ASCIA website:

- In 2024 ASCIA Quicklinks have been promoted at 12 medical conferences held throughout Australia attended by more than 14,000 health professionals (see summary on page 2).
- ASCIA Quicklinks were promoted and included in presentations at the ASCIA 2024 Conference, with very positive feedback from ASCIA members who routinely use and share this resource.
- More Quicklinks (on the reverse side of Quicklinks) promotes links to other resources. This was developed in response to feedback from health professionals attending the HealthEd Adelaide Women's & Children's Health Update in March 2024. This demonstrates that ASCIA staff interacting with health professionals facilitates better anaphylaxis and allergy education.

The positive response from ASCIA members and other health professionals to ASCIA Quicklinks has exceeded expectations. This resource is proving to be extremely useful in patient consultations and waiting rooms.

ASCIA Quicklinks are widely used by ASCIA members and other health professionals, which is reflected by increased visits to the ASCIA website.

Summary of ASCIA Participation in Medical Conferences 2024

HealthEd Conferences 2024	Date	Delegates	Venue	ASCIA Staff
Adelaide Women's & Children's Health Update	16 March	480	Adelaide Convention Centre	Emily Mamo
Melbourne Women's & Children's Health Update	1 June	2,000	Melbourne Convention Centre	Nadene Dorling
Perth Women's & Children's Health Update	15 June	760	Perth Convention Centre	Emily Mamo
Brisbane Women's & Children's Health Update	13 July	1,400	Brisbane Convention Centre	Nadene Dorling
Sydney Women's & Children's Health Update	10 August	2,000	Sydney - International Convention Centre	Lara Martin
Melbourne HealthEd Medical Health Update	31 August	1,100	Melbourne Convention Centre	Emily Mamo
Sydney HealthEd Medical Health Update	21 September	1,100	Sydney - International Convention Centre	Michelle Haskard
Brisbane HealthEd Medical Health Update	5 October	800	Brisbane Convention Centre	Michelle Haskard
Subtotal - HealthEd		9,640		
Other Events 2024	Date	Delegates	Venue	ASCIA Staff
Australian Primary Health Care Nurses Assn (APNA) 2024	25-27 July	1,100 +	Adelaide Convention Centre	Emily Mamo
Pharmaceutical Society of Australia (PSA) 2024	2-4 August	3,000 +	Sydney - International Convention Centre	Lara Martin Nadene Dorling
ASCIA 2024 Conference	4-6 September	712	Adelaide Convention Centre	Nadene Dorling Emily Mamo Lara Martin
CRANaplus	23-25 Oct	270	Crown Melbourne	Emily Mamo
Subtotal – Other Events		5,082 +		
TOTAL		14,722 +		

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